

**Illinois WIC Talk**  
“Educating WIC Participants on the  
New Nutrition Facts Label”

**Cover Page**

**Topic**

- Participants will become familiar with changes to the nutrition facts label and how to use them to select healthy food items for themselves and their families.

**Target Audience**

- Certifying Health Professionals
- WIC Coordinators
- WIC Staff

**Key Messages**

- Use the nutrition facts label to make healthy food choices.
  - What has changed on the nutrition facts label?
  - Why are the changes important?
  - How can the nutrition facts label be used when selecting food items?

**Handouts / Materials**

- FDA Handout “Food Facts: New and Improved Nutrition Facts Label” (2-page handout, Page 9 &10)
  - For CHP & WIC staff use
- “Nutrition Facts Label: Side-by-Side Comparison” participant handout (Page 11)
- CHP Desktop Tool “NEW Food Label: How Would You Choose Juice?” (Page 12)
- “Using the New Nutrition Facts Label” interactive bulletin board, including “Using the New Nutrition Facts Label” interactive worksheet (separate document)

**References / Presenter Resources**

- <https://www.fda.gov/Food/LabelingNutrition/ucm20026097.htm>
- <https://www.choosemyplate.gov/budget-food-label>

**Evaluation**

- What is one thing that changed from the old to the new food labels?
- What is one way you will use the new food label when choosing food items?
- What is one thing that you learned today about nutrition facts labels?

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**Topic Overview:**

The following summarizes open ended questions used during the group session that follows. These questions can also be used for [Individual Education](#) to facilitate the discussion around the topic. Offer handouts listed on the cover page.

**Open:**

How important is reading the food label to you?

How often do you read the food label?

When you look at the food label, what is important to you?

**Dig:**

How do you think you could use the servings per container or serving size on the food label when selecting or preparing food items?

How do you think you could use calories on the food label when selecting food items?

How do you think you could use the Daily Values (DV) or % DV's on the food label when selecting food items?

How do you think you could use the required nutrients on the food label when selecting food items?

**Connect:**

How important is it to you to eat healthy? For your family to eat healthy?

How does it make you feel to know that with the help of the food label, your family could eat healthier?

**Away:**

How confident are you in using the food labels to select healthy food items for you and your family?

Of the four areas of the food label that we talked about today, which do you feel is most important to you? Why?

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#### Group Education:

**OPEN:** Emotion-based education starts with provocative questions, activities or stories that lead to emotion-based conversations, not to an immediate transfer of knowledge.

- Introduce yourself, credentials, and briefly introduce the topic
  - State how long the session will be (should be less than 30 minutes)
- Have participants introduce themselves, their child(ren), and how old their children are. Give participants the handout “Nutrition Facts Label Changes” and ask them to share what looks different to them.
  - Presenter should review the handout “*Food Facts: New and Improved Nutrition Facts Labels*” while discussing the following questions.

#### **How important is reading the food label to you?**

The majority of participants will likely say that reading the food label is slightly important to them.

#### **How often do you read the food label?**

Some participants may say that they always look at the food label when they're choosing food while others may say they occasionally look or they never look.

#### **When you look at the food label, what is important to you?**

The majority of participants will likely say that they are looking at the calories in the food product. Some may indicate sugar or fat is important to them.

*Idea: Ask participants to circle what they shared was most important to them on the food label, may refer back at the end of the presentation to see if it has changed.*

Share with participants that you are looking forward to teaching them what has changed with the food labels, why they changed, and how it could benefit them. Then encourage participants to share what they most want to learn about the new food labels.

**DIG:** During the "dig" step, the facilitator asks questions to get the learners to open up, share their memories and experiences, and get closer to the topic.

*Encourage participants to refer to the handout “Nutrition Facts Label: Side-by-Side Comparison” and circle changes as we discuss them. Follow each change with a question to the participant.*

There are 4 main changes to the food labels:

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- 1) Servings per container and serving size are now **larger and bolder**. Serving sizes have also been updated to be more realistic to reflect what people actually eat and drink today. *Presenter share example if possible.*
- *Example: The reference amount for ice cream was ½ cup and is changing to 1 cup. A serving of soda was previously 8 ounces and is changing to 12 ounces. However, the serving size for yogurt is decreasing from 8 ounces to 6 ounces.*
  - *Example: Based on the new label changes, if you have a 12 ounce bottle of soda that has 120 calories and a 20 ounce bottle that has 200 calories, both will equal 1 serving. This change was made because typically people drink both sizes in one setting.*
- Serving size: based on the amount of food that is normally eaten at one time
  - Servings per container: shows the total number of servings in the entire food package (one food package may contain more than one serving)

*If needed, assist participants in circling this change to the food label.*

**How do you think you could use the servings per container or serving size on the food label when selecting or preparing food items?**

Sample Responses:

- To help me decide how much of the item I/my family should eat.
  - To help me decide which food item is a better deal when shopping.
  - To help me control my portion sizes.
- 2) Calories are now **larger and bolder** and “Calories from Fat” has been removed because research shows that the type of fat you eat is more important than the amount.
- Calories: the total number of calories or “energy” you get from one serving of a food
  - Consider the General Rule – 100 calories per serving is *moderate* and 400 calories per serving is *high*

*If needed, assist participants in circling this change to the food label.*

**How do you think you could use calories on the food label when selecting food items?**

Sample Responses:

- To help me select the healthier option between 2 or more food items.
- To help me monitor my/my family’s daily calorie intake.

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- To help me decide if a food item has low, moderate, or high calories per serving.
- 3) The Daily Values (DV) for nutrients have been updated based on new research. The Daily Values are recommended amounts of nutrients to eat each day and are used to calculate the percent (%) Daily Value. Most of the Daily Values are based on a 2,000 calorie daily diet (general nutrition advice – if participant is interested in knowing their calorie needs, encourage them to visit <http://www.choosemyplate.gov>).
- % Daily Value: shows how much a nutrient in one serving of the food contributes to a total daily diet. Use this to determine if a serving of food is high or low in a nutrient and to compare food products (make sure the serving size is the same).
  - Consider the General Rule: 5% DV or less of a nutrient per serving is *low* and 20% DV or more of a nutrient per serving is *high*.
  - *Note: The daily Vitamin C requirement has increased. This will impact how we choose WIC allowed juices. Juice must be 100% juice and have 80% DV or more Vitamin C. Show participants the CHP Desktop Tool “New Food Label: How to Choose Juice”.*

*If needed, assist participants in circling this change to the food label.*

**How do you think you could use the Daily Values (DV) or % DV’s on the food label when selecting food items?**

#### Sample Responses:

- To make sure I/my family is getting enough of the nutrients they need to be healthy.
  - To help me select the option with more of the healthy nutrients between 2 or more food items.
  - To help me see if the food I’m selecting is rich in healthy nutrients I need or rich in the nutrients I should limit.
- 4) The nutrients that are required to be on the label have been updated. **Added Sugars** is now on the label – *aim for less than 10% of your total daily calories from added sugars*. **Vitamin D and Potassium** are also required on the label because Americans do not always get the amount they need. **Vitamins A and C** are no longer required since deficiencies of these vitamins are rare.
- Use the label to choose products that are lower in nutrients you want to get less of and higher in nutrients you want to get more of.
    - ✓ Nutrients to get less of: **saturated fat, trans fat, sodium, added sugars**. Diets higher in these nutrients can increase the risk of developing high blood pressure and/or cardiovascular disease. *Get*

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*less than 100% DV of these each day (There is no %DV for trans fat because you want to get as little as possible)*

- *General Rule: 5% or less is considered low in the nutrient*
- ✓ **Nutrients to get more of: dietary fiber, vitamin D, calcium, iron, and potassium.** Most Americans do not get enough of these nutrients, and diets higher in these nutrients can decrease the risk of developing diseases, such as high blood pressure, cardiovascular disease, osteoporosis, and anemia. *Get 100% DV of these on most days.*
- *General Rule: 20% or more is considered high in the nutrient*

*If needed, assist participants in circling this change to the food label.*

### **How do you think you could use the required nutrients on the food label when selecting food items?**

#### Sample Responses:

- To help me select more of the food items that have the “more of” nutrients.
- To help me select less of the food items that have the “less of” nutrients.
- To make healthier choices for me/my family.
- To make me more aware of the amount of certain nutrients in my food.

**CONNECT:** During the "connect" step, participants connect the conversation topic with their values, attitudes, beliefs and feelings. The facilitator helps participants reflect on their personal needs and wants and connects them to the health-related behaviors being suggested.

Encourage participants to reflect on the changes presented. Facilitate a discussion using the following questions. Remember to affirm, reflect, and summarize!

### **How important is it to you to eat healthy? For your family to eat healthy?**

#### Sample Responses:

- It is very important that my family and I eat healthy.
- I don't think I need to eat healthy but I want my family to.

### **How does it make you feel to know that with the help of the food label, your family could eat healthier?**

#### Sample Responses:

- Participants may feel - Very excited, hopeful, enthusiastic, overwhelmed

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**ACT:** During this “step” the facilitator helps the participants identify specific action steps and build confidence in the topic discussed.

**How confident do you feel in using the new food label to select healthy food items for you and your family?**

**Of the four areas of the food label that we talked about today, which do you feel is most important to you? Why?**

### **Interactive Bulletin Board**

#### **Procedures**

*Agencies must follow State policy as described in the WIC Policy and Procedure Manual (PPM), Section “Nutrition Education”, part 5.2.*

#### **Methods**

1. Display the interactive bulletin board “Using the New Nutrition Facts Label” as indicated in the display picture (page 2).
2. Give participant the worksheet “Using the New Nutrition Facts Label” (at end of bulletin board, page 20) which corresponds with the bulletin board .
3. Have participant review the bulletin board and complete the questions and goal-setting activities related to each change to the food label.
4. Have WIC staff review the completed worksheet and evaluate understanding.
5. Offer participant an opportunity to see a CHP if the evaluation shows the participant did not understand the changes to the food label or for any questions, concerns, or referrals.

## New and Improved Nutrition Facts Label

The U.S. Food and Drug Administration has updated the Nutrition Facts label on packaged foods and beverages with a fresh design that will make it easier for you to make informed food choices that contribute to lifelong healthy eating habits. Explore it today!

### Size Up Servings

**WHAT'S NEW:** Servings per container and serving size are now in larger and/or bolder type. Serving sizes have also been updated to be more realistic to reflect what people actually eat and drink today. Additionally, there are new requirements for certain size packages, such as those that are between one and two servings or are larger than a single serving but could be consumed in one or multiple sittings.

**Serving size** is based on the amount of food that is customarily eaten at one time. The nutrition information listed on the Nutrition Facts label is *usually based on one serving* of the food; however, some containers may also have information displayed per package.

- When comparing calories and nutrients in different foods, check the serving size in order to make an accurate comparison.

**Servings per container** shows the total number of servings in the entire food package or container.

- One package of food may contain more than one serving. Some containers may also have a dual column label, which shows the amount of calories and nutrients in one serving and the entire package.

### Consider the Calories

**WHAT'S NEW:** Calories are now in larger and bolder type and Calories from Fat has been removed because research shows the type of fat consumed is more important than the amount.

**Calories** refers to the total number of calories, or “energy,” supplied from all sources (fat, carbohydrate, protein, and alcohol) in one serving of the food.

- As a general rule: 100 calories per serving is moderate and 400 calories per serving is high.
- To achieve or maintain a healthy weight, balance the number of calories you consume with the number of calories your body uses. 2,000 calories a day is used for general nutrition advice. However, your calorie needs may be higher or lower and vary according to age, gender, height, weight, and physical activity level. Check your calorie needs at <http://www.choosemyplate.gov>.

### When You'll See It

Manufacturers will need to use the new label by July 26, 2018, and small businesses will have an additional year to comply. During this transition time, you will see the current or the new label on products.

Nutrition Facts	
2 servings per container	
<b>Serving size 1 1/2 cup (208g)</b>	
<b>Amount per serving</b>	
<b>Calories</b>	<b>240</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 4g	<b>5%</b>
Saturated Fat 1.5g	<b>8%</b>
Trans Fat 0g	
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 430mg	<b>19%</b>
<b>Total Carbohydrate</b> 46g	<b>17%</b>
Dietary Fiber 7g	<b>25%</b>
Total Sugars 4g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



To learn more about the new Nutrition Facts label, visit: <http://go.usa.gov/xkHru>



## Use % Daily Value as a Guide

**WHAT'S NEW:** The Daily Values for nutrients have been updated based on new scientific evidence. The Daily Values are amounts of nutrients to consume or not to exceed each day and are used to calculate the % Daily Value. Some of the Daily Values are based on a 2,000 calorie daily diet.

**% Daily Value (%DV)** shows how much a nutrient in one serving of the food contributes to a total daily diet. Use the %DV to determine if a serving of the food is high or low in an individual nutrient and to compare food products (*check to make sure the serving size is the same*).

- As a general rule: **5% DV or less of a nutrient per serving is low and 20% DV or more of a nutrient per serving is high.**

## Choose Nutrients Wisely

**WHAT'S NEW:** The nutrients that are required or permitted on the label have been updated. **Added Sugars** is now required on the label — *aim for less than 10 percent of your total daily calories from added sugars.*

**Vitamin D and potassium** are also required on the label because Americans do not always get the recommended amounts. Vitamins A and C are no longer required since deficiencies of these vitamins are rare today.

Use the label to choose products that are lower in nutrients you want to get less of and higher in nutrients you want to get more of.

- **Nutrients to get less of:** **saturated fat, trans fat, sodium, and added sugars.** Diets higher in these nutrients can increase the risk of developing high blood pressure and/or cardiovascular disease. **Get less than 100% DV of these each day.** (Note: *trans fat* has no %DV, so use the amount of grams as a guide)
- **Nutrients to get more of:** **dietary fiber, vitamin D, calcium, iron, and potassium.** Most Americans do not get the recommended amount of these nutrients, and diets higher in these nutrients can decrease the risk of developing diseases, such as high blood pressure, cardiovascular disease, osteoporosis, and anemia. **Get 100% DV of these on most days.**

### Nutrition Facts

2 servings per container  
**Serving size 1 1/2 cup (208g)**

Amount per serving

**Calories 240**

% Daily Value\*

<b>Total Fat</b> 4g	<b>5%</b>
Saturated Fat 1.5g	<b>8%</b>
Trans Fat 0g	
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 430mg	<b>19%</b>
<b>Total Carbohydrate</b> 46g	<b>17%</b>
Dietary Fiber 7g	<b>25%</b>
Total Sugars 4g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Bulgur, Wheat, Sauce (Water, Half and Half [Milk, Cream], Parmesan Cheese [Pasteurized Skim Milk, Cultures, Salt, Enzymes], Cheddar Cheese [Pasteurized Milk, Cultures, Salt, Enzymes], Olive Oil, Spice, Butter, Sugar, Xanthan Gum), Lentils, Corn, Green Beans, Red Beans, Potatoes.  
 Contains: Wheat, Milk

## Check out the Ingredient List

The Ingredient List shows each ingredient in a food by its **common or usual name in descending order by weight**. So, the ingredient with the greatest contribution to the product weight is listed first, and the ingredient contributing the least by weight is listed last. The ingredient list is usually located near the name of the food's manufacturer and often below the Nutrition Facts label.

# SIDE-BY-SIDE COMPARISON

## Original Label

<b>Nutrition Facts</b>	
Serving Size 2/3 cup (55g)	
Servings Per Container About 8	
Amount Per Serving	
<b>Calories</b> 230	Calories from Fat 72
% Daily Value*	
<b>Total Fat</b> 8g	<b>12%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>12%</b>
Dietary Fiber 4g	<b>16%</b>
Sugars 1g	
<b>Protein</b> 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g



## New Label

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
Amount per serving	
<b>Calories</b>	<b>230</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

**Note:** The images above are meant for illustrative purposes to show how the new Nutrition Facts label might look compared to the old label. Both labels represent fictional products. When the original hypothetical label was developed in 2014 (the image on the left-hand side), added sugars was not yet proposed so the “original” label shows 1g of sugar as an example. The image created for the “new” label (shown on the right-hand side) lists 12g total sugar and 10g added sugar to give an example of how added sugars would be broken out with a % Daily Value.

# NEW Food Label: How Would You Choose Juice?

As juice companies transition to the new food labels, you will see both current and new labels on juices. The daily Vitamin C requirement has increased which will impact how we choose WIC allowed juices. Juices must have 30 mg of Vitamin C per 100 mL to be WIC eligible. We determine whether a juice meets this requirement by looking at the % Daily Value on the Nutrition Facts Label; the table below indicates the correct value for both the current and new food label.

Current Label	New Label
<ul style="list-style-type: none"> <li>Must be 100% juice and have 120% or more Vitamin C</li> </ul> <p>To help you choose the right juice:</p>	<ul style="list-style-type: none"> <li>Must be 100% juice and have 80% or more Vitamin C</li> </ul> <p>To help you choose the right juice:</p>
<p>1 Find the Nutrition Facts Label      3 Find Vitamin C</p> <p>2 Find the % Daily Value Column      4 Is 120% or more listed?</p>	<p>1 Find the Nutrition Facts Label      3 Find Vitamin C</p> <p>2 Find the % Daily Value Column      4 Is 80% or more listed?</p>
 <p><b>CONTAINS 100% JUICE</b></p> <p><b>Nutrition Facts</b> Serving Size 8 FL. OZ. (240mL) Servings Per Container 6</p> <p><b>Amount Per Serving</b> <b>Calories 140</b></p> <p><b>% Daily Value*</b></p> <p><b>Total Fat</b> 0g <b>0%</b> <b>Sodium</b> 15mg <b>1%</b> <b>Potassium</b> 140mg <b>4%</b> <b>Total Carbohydrate</b> 38g <b>13%</b> Sugars** 36g</p> <p><b>Protein</b> &lt;1g</p> <p><b>Vitamin C 120%</b>    Calcium 2% Magnesium 6%    Manganese 20%</p> <p>Not a significant source of Fat Cal, Sat Fat, Trans Fat, Cholesterol, Fiber, Vitamin A and Iron.</p> <p>*Percent Daily Values are based on a 2,000 calorie diet.</p>	 <p><b>CONTAINS 100% JUICE</b></p> <p><b>Nutrition Facts</b> 6 servings per container Serving size 8 fl oz (240 ml)</p> <p><b>Amount Per Serving</b> <b>Calories 110</b></p> <p><b>%DV*</b></p> <p><b>Total Fat</b> 0g <b>0%</b> <b>Sodium</b> 30mg <b>1%</b> <b>Total Carbohydrate</b> 28g <b>10%</b> Total Sugars 28g</p> <p><b>Protein</b> 0g</p> <p>Potassium 260mg 6% <b>Vitamin C 78mg 90%</b></p> <p>Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, added sugars, vitamin D, calcium and iron.</p> <p>*%DV = % Daily Value</p>